

FEB 07 2008

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Travis J. Parry et al.

Examiner: Donald Champagne

Serial No.: 09/873,094

Group Art Unit: 3622

Filed: June 1, 2001

Docket No.: 10005949-1

Title: METHODS AND APPARATUS FOR PROMOTING USE OF CONSUMABLE GOODS IN IMAGING DEVICES

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P.O. Box 1450  
Alexandria, VA 22313-1450

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Name: Scott A. Lund (Reg. No. 41,166)

23 Pages (including cover page)

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HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
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Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10005949-1

IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Travis J. Parry et al.

Confirmation No.: 3103

Application No.: 09/873,094

Examiner: Donald Champagne

Filing Date: June 1, 2001

Group Art Unit: 3622

Title: METHODS AND APPARATUS FOR PROMOTING USE OF CONSUMABLE GOODS IN IMAGING DEVICES

Mail Stop Appeal Brief-Patents  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450TRANSMITTAL OF APPEAL BRIEFTransmitted herewith is the Appeal Brief in this application with respect to the Notice of Appeal filed on December 7, 2007☒ The fee for filing this Appeal Brief is \$510.00 (37 CFR 41.20).☐ No Additional Fee Required.

(complete (a) or (b) as applicable)

The proceedings herein are for a patent application and the provisions of 37 CFR 1.136(a) apply.

☐ (a) Applicant petitions for an extension of time under 37 CFR 1.136 (fees: 37 CFR 1.17(a)-(d)) for the total number of months checked below:☐ 1st Month  
\$120☐ 2nd Month  
\$460☐ 3rd Month  
\$1050☐ 4th Month  
\$1640☐ The extension fee has already been filed in this application.☒ (b) Applicant believes that no extension of time is required. However, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition and fee for extension of time

Please charge to Deposit Account 08-2025 the sum of \$ 510 . At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees

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Respectfully submitted,

Travis J. Parry et al.

By: 

Scott A. Lund

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Reg No. 41,166

Date: February 7, 2008

Telephone: (612) 573-2006

Rev 10/07 (April 08)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appellant: Travis J. Parry et al.

Examiner: Donald Champagne

Serial No.: 09/875,094

Group Art Unit: 3622

Filed: June 1, 2001

Docket No.: 10005949-1

Title: METHODS AND APPARATUS FOR PROMOTING USE OF  
CONSUMABLE GOODS IN IMAGING DEVICESRECEIVED  
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**APPEAL BRIEF UNDER 37 C.F.R. § 41.37****Mail Stop Appeal Brief – Patents**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir/Madam:

This Appeal Brief is submitted in support of the Notice of Appeal filed December 7, 2007, appealing the rejection of claims 1-36 of the above-identified application as set forth in the Final Office Action mailed July 3, 2007.

The U.S. Patent and Trademark Office is hereby authorized to charge **Deposit Account No. 08-2025** in the amount of **\$510.00** for filing a Brief in Support of an Appeal as set forth under 37 C.F.R. § 41.20(b)(2). At any time during the pendency of this application, please charge any required fees or credit any overpayment to Deposit Account No. 08-2025.

Appellant respectfully requests reconsideration and reversal of the Examiner's rejection of pending claims 1-36.

02/08/2008 PCHOMP 00000024 082025 09873894

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of the United States Patent and Trademark Office

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**REAL PARTY IN INTEREST**

The real party in interest is Hewlett-Packard Development Company, LP having a principal place of business at 20555 S.H. 249 Houston, TX 77070, U.S.A. (hereinafter "HPDC"). HPDC is a Texas limited partnership and is a wholly-owned affiliate of Hewlett-Packard Company, a Delaware corporation, headquartered in Palo Alto, CA. The general or managing partner of HPDC is HPQ Holdings, LLC.

**RELATED APPEALS AND INTERFERENCES**

Appellant submits that there are no related appeals or interferences which will directly affect or be directly affected by or have a bearing on the decision in the pending appeal.

**STATUS OF CLAIMS**

Claims 1-36 are pending in the application (see Claims Appendix), and are the subject of the present Appeal.

Claims 1-36 are rejected under 35 U.S.C. 103(a) as being unpatentable over Allen US Patent No. 6,235,408 in view of Bieganski US Patent No. 6,321,221.

**STATUS OF AMENDMENTS**

No amendments have been entered subsequent to the Final Office Action mailed July 3, 2007. The claims listed in the Claims Appendix, therefore, reflect the claims as of July 3, 2007.

**SUMMARY OF THE CLAIMED SUBJECT MATTER**

One aspect of the present invention, as claimed in independent claim 1, provides a method to promote the use of consumables in an imaging device (100) including a consumption detecting device (109;120;122/124;126). The method includes detecting consumption by the imaging device of individual quantities of the consumables using the consumption detecting device (202;204;206;208); generating a reward when the consumption of a predefined collective quantity of the individual quantities of the consumables has been detected (210;212;214;216); and basing a value of the reward on the individual quantities of

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each consumable detected as being consumed by the imaging device (see, e.g., page 17, line 1 - page 18, line 6; Fig. 2; page 22, line 27 - page 23, line 5).

One aspect of the present invention, as claimed in independent claim 10, provides a method to promote the use of a plurality of consumables in an imaging device (100) including one or more consumption detecting devices (109,120,122/124,126). The method includes detecting consumption by the imaging device of individual quantities of the plurality of consumables using at least one of the one or more consumption detecting devices (202;204), each of the consumables having individual consumable values (VC); calculating a cumulative consumption value ( $M_{VR}$ ) of the consumables based on the individual consumable values and the individual quantities of the consumables consumed by the imaging device (206;208); when the cumulative consumption value is at least a predefined value ( $V_R$ ), rewarding a user of the imaging device with a reward defined by a value (210;212;214;216); and basing the value of the reward on the individual consumable values of the consumables and the individual quantities of each consumable detected as being consumed by the imaging device (see, e.g., page 17, line 1 - page 18, line 6; Fig. 2; page 22, line 27 - page 23, line 5).

One aspect of the present invention, as claimed in independent claim 12, provides a method to promote the use of a consumable in a plurality of imaging devices (100), each of the plurality of imaging devices including a consumption detecting device (109,120,122/124,126). The method includes detecting consumption of individual quantities of the consumable by each of the plurality of imaging devices using the consumption detecting device of each imaging device (202;204;206;208); and, when the consumption of a predefined collective quantity of the individual quantities of the consumable by the plurality of imaging devices has been detected, generating a reward (210;212;214;216) (see, e.g., page 17, line 1 - page 18, line 6; Fig. 2; page 23, lines 12-32).

One aspect of the present invention, as claimed in independent claim 17, provides an apparatus for providing the user of an imaging device (100) with a reward. The apparatus includes a consumable consumption detection device (109,120,122/124,126) configured to detect individual quantities of each of a plurality of consumables that are consumed by the imaging device and to generate consumption signals in response thereto, each of the consumables having individual consumable values (VC); an electronic writeable memory

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device (134/166); an electronic readable memory device (134/166) configured to contain a reward message; and a processor (130/164) configured to receive the consumption signals and to store a cumulative consumption value ( $M_{VR}$ ) in the electronic writeable memory device, the cumulative consumption value being a function of the individual consumable values of the consumables and relative quantities of consumption of the plurality of consumables, the processor further configured to read from the electronic readable memory device the reward message when the cumulative consumption value is at least equal to a predetermined reward value ( $V_R$ ), and to visually display the reward message to the user, wherein a value of the reward is based on the individual consumable values of the consumables and the relative quantities of consumption of the plurality of consumables (see, e.g., page 9, line 7 - page 15, line 10; Fig. 1; page 15, lines 11-29).

One aspect of the present invention, as claimed in independent claim 25, provides a computer-readable storage medium for use by a processor (130/164) configured to execute computer executable instructions to generate a reward in response to the consumption of consumables by an imaging device (100). The medium holds computer executable instructions to detect consumption by the imaging device of individual quantities of a plurality of consumables; when the consumption of a predefined collective quantity of the individual quantities of the consumables has been detected, generate a reward; and base a value of the reward on the individual quantities of each consumable detected as being consumed by the imaging device (see, e.g., page 17, line 1 - page 18, line 6; Fig. 2; page 22, line 27 - page 23, line 5; page 24, lines 1-28).

One aspect of the present invention, as claimed in independent claim 33, provides a computer-readable storage medium for use by a processor configured to execute computer executable instructions to generate a reward in response to the consumption of consumables by an imaging device (100). The medium holds computer executable instructions to receive consumption signals from a consumption detection device (109, 120, 122/124, 126) configured to detect individual quantities of a plurality of consumables which are consumed by the imaging device, each of the consumables having individual consumable values ( $CV$ ); calculate a cumulative consumption value ( $M_{VR}$ ) as a function of the individual consumable values of the consumables and relative quantities of consumption of the consumables, and

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store the cumulative consumption value in a readable memory device (134/166); determine when the cumulative consumption value is at least a predetermined reward value ( $V_R$ ); generate the reward when the cumulative consumption value is at least the predetermined reward value; and visually display the reward, wherein a value of the reward is based on the individual consumable values of the consumables and the relative quantities of consumption of the consumables (see, e.g., page 17, line 1 - page 18, line 6; Fig. 2; page 22, line 27 - page 23, line 5; page 24, lines 1-28).

**GROUND OF REJECTION TO BE REVIEWED ON APPEAL**

Appellant seeks review of the rejection of claims 1-36 under 35 U.S.C. 103(a) as being unpatentable over Allen US Patent No. 6,233,408 in view of Bieganski US Patent No. 6,321,221.

**ARGUMENT**

**I. Rejections Under 35 U.S.C. §103**

**A. Applicable Law**

Under 35 U.S.C. §103, the Examiner has the burden to establish a *prima facie* case of obviousness. *In re Fine*, 837 F.2d 1071, 1074, 5 USPQ2d 1596, 1598 (Fed. Cir. 1988). Three criteria must be satisfied to establish a *prima facie* case of obviousness. First, the Examiner must show that some objective teaching in the prior art or some knowledge generally available to one of ordinary skill in the art would teach, suggest, or motivate one to modify a reference or to combine the teachings of multiple references. *Id.* Second, the prior art can be modified or combined only so long as there is a reasonable expectation of success. *In re Merck & Co., Inc.*, 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986). Third, the prior art reference or combined prior art references must teach or suggest all of the claim limitations. *In re Royka*, 490 F.2d 981, 180 USPQ 580 (CCPA 1974). These three criteria are also set forth in M.P.E.P. §706.02(j). Even when obviousness is based on a single reference, there must be a showing of suggestion or motivation to modify the teachings of that reference. *In re Kotzab*, 55 USPQ2d 1313, 1317 (Fed. Cir. 2000). In performing the obviousness inquiry



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under 35 U.S.C. §103, the Examiner must avoid hindsight. *In re Bond*, 910 F.2d 831, 834, 15 USPQ2d 1566, 1568 (Fed. Cir. 1990), *reh'g denied*, 1990 U.S. App. LEXIS 19971 (Fed. Cir. 1990).

**B. Rejection of claims 1-36 under 35 U.S.C. §103(a)**

Because the rejection of claims 1-36 under 35 U.S.C. 103(a) as being unpatentable over Allen US Patent No. 6,233,408 in view of Bieganski US Patent No. 6,321,221 fails to establish a *prima facie* case of obviousness, the rejection of claims 1-36 is not correct and should be withdrawn.

Independent claim 1 includes, "basing a value of the reward on the individual quantities of each consumable detected as being consumed by the imaging device."

Independent claim 10 includes "basing the value of the reward on the individual consumable values of the consumables and the individual quantities of each consumable detected as being consumed by the imaging device."

Independent claim 17 includes "wherein a value of the reward is based on the individual consumable values of the consumables and the relative quantities of consumption of the plurality of consumables."

Independent claim 25 includes instructions to "base a value of the reward on the individual quantities of each consumable detected as being consumed by the imaging device."

Independent claim 33 includes "wherein a value of the reward is based on the individual consumable values of the consumables and the relative quantities of consumption of the consumables."

Independent claims 1, 10, 17, 25, and 33, therefore, each include basing a value of the reward on the individual quantities of each consumable detected as being consumed by the imaging device or the individual consumable values of the consumables and the relative quantities of consumption of the consumables.

In addition, independent claim 12 includes "detecting consumption of individual quantities of the consumable by each of the plurality of imaging devices using the consumption detecting device of each imaging device," and "when the consumption of a

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**predefined collective quantity of the individual quantities of the consumable by the plurality of imaging devices has been detected, generating a reward."**

The Examiner recognizes that the Allen patent does not teach that the reward is generated when a predefined collective quantity of the individual quantities of consumable has been detected (Detailed Action, page 2). As such, the Examiner contends that the Bieganski patent teaches that the reward is generated when a predefined collective quantity (rewards for frequent shopping) of the individual quantities of consumable has been detected (Detailed Action, page 2). Thus, the Examiner suggests that it would have been obvious to one of ordinary skill in the art, at the time of the invention, to add the teachings of Bieganski to those of Allen (Detailed Action, page 2).

The Allen patent provides a printing apparatus which senses the level of its consumables, indicates when the level is low, and offers the user an opportunity to purchase OEM replacement consumables at a reduced cost (col. 2, lines 27-31). For example, the Allen patent provides that:

When the printer 10 determines that the level of ink is exhausted or nearing exhaustion, the printer 10 automatically prints data in the form of a token 32 (see FIG. 3). The token 32 is an incentive to purchase a particular product to replace the exhausted item. In the embodiment illustrated the token is in the form of coupon which provides cash savings on the purchase of a designated replacement item (col. 5, lines 18-25).

The Allen patent, however, does not base a value of a reward on individual quantities of each consumable detected as being consumed by an imaging device or individual consumable values of the consumables and the relative quantities of consumption of the consumables. In addition, the Allen patent does not detect consumption of individual quantities of a consumable by each of a plurality of imaging devices, and does not generate a reward when the consumption of a predefined collective quantity of the individual quantities of the consumable by the plurality of imaging devices has been detected.

The Bieganski patent discloses a system, method and article of manufacture for generating a serendipity-weighted recommendation output set to a user based, at least in part, on a serendipity function (Abstract). More specifically, the Bieganski patent discloses that:

Serendipity occurs when a user makes a pleasant discovery that would not normally have been made. A serendipitous recommender system is a recommender system that has the

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characteristic of providing recommendations that a user would not normally have come across. However, since existing recommender systems focus on providing accurate recommendations, the user is often presented with an obvious recommendation, and not a serendipitous one. The invention described and claimed below is useful for improving the user value of recommendations received from recommender systems. The present invention may be used to serendipity-weight and filter the recommendations from the recommender system so as to produce serendipitous recommendations, and may operate under real-time to provide fast interaction with the user or customer (col. 5, lines 14-29).

In one example, the Bieganski patent discloses that:

...A supermarket (virtual or physical) may provide the preferred recommender system as a way to help customers locate goods and brands of the appropriate quality, as well as introduce users to new consumable items that they will enjoy that they might not have known about before (col. 18, lines 44-49).

Many supermarkets now provide customers with "shopping club" cards to track individual customer purchases, and to provide customer rewards for frequent shopping. Each customer presents her card at the checkout counter to receive discounts, and the checkout register records all of the items that the customer has purchased. This purchase record may be used as a personal profile for the generation of serendipitous recommendations. The supermarket may then provide the customer with incentives to buy the recommended items by mailing coupons to the customer for those items identified in the set of serendipity-weighted and filtered recommendations (col. 18, lines 50-61).

The serendipity-weighted and filtered recommendations of the Bieganski patent, however, do not base a value of a reward on individual quantities of each consumable detected as being consumed by an imaging device or individual consumable values of the consumables and the relative quantities of consumption of the consumables. In addition, the serendipity-weighted and filtered recommendations of the Bieganski patent do not detect consumption of individual quantities of a consumable by each of a plurality of imaging devices, and do not generate a reward when the consumption of a predefined collective quantity of the individual quantities of the consumable by the plurality of imaging devices has been detected.

Accordingly, Appellant submits that modifying the Allen patent in view of the Bieganski patent does not overcome the shortcomings of the Allen patent. More specifically, Appellant submits that the combination of the Allen and Bieganski patents does not disclose basing a value of a reward on individual quantities of each consumable detected as being consumed by an imaging device or individual consumable values of the consumables and the relative quantities of consumption of the consumables, as claimed in independent claims 1,

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10, 17, 25, and 33, and does not disclose detecting consumption of individual quantities of a consumable by each of a plurality of imaging devices, and generating a reward when the consumption of a predefined collective quantity of the individual quantities of the consumable by the plurality of imaging devices has been detected, as claimed in independent claim 12. Appellant notes that to establish *prima facie* obviousness of a claimed invention, all the claim limitations must be taught or suggested by the prior art. *In re Royka*, 490 F.2d 981, 180 USPQ 580 (CCPA 1974).

In view of the above, Appellant submits that the Examiner has not established a *prima facie* case of obviousness of independent claims 1, 10, 12, 17, 25, and 33, and submits that independent claims 1, 10, 12, 17, 25, and 33 are each patentably distinct from the Allen and Bieganski patents. Furthermore, as dependent claims 2-9 further define patentably distinct independent claim 1, dependent claim 11 further defines patentably distinct independent claim 10, dependent claims 13-16 further define patentably distinct independent claim 12, dependent claims 18-24 further define patentably distinct independent claim 17, dependent claims 26-32 further define patentably distinct independent claim 25, and dependent claims 34-36 further define patentably distinct independent claim 33. Appellant submits that these dependent claims are also patentably distinct from the Allen and Bieganski patents. Appellant, therefore, respectfully submits that the rejection of claims 1-36 under 35 U.S.C. §103(a) is not correct and should be withdrawn, and submits that claims 1-36 should be allowed.

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CONCLUSION

For the above reasons, Appellant respectfully submits that the art of record neither anticipates nor renders obvious the claimed invention. Thus, the claimed invention does patentably distinguish over the art of record. Appellant, therefore, respectfully submits that the above rejections are not correct and should be withdrawn, and respectfully requests that the Examiner be reversed and that all pending claims be allowed.

Any inquiry regarding this Appeal Brief should be directed to either Nathan R. Rieth at Telephone No. (208) 396-5287, Facsimile No. (208) 396-3958 or Scott A. Lund at Telephone No. (612) 573-2006, Facsimile No. (612) 573-2005. In addition, all correspondence should continue to be directed to the following address:

IP Administration  
Legal Department, M/S 35  
HEWLETT-PACKARD COMPANY  
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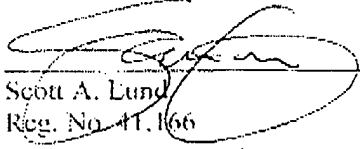
Respectfully submitted,

Travis J. Parry et al.,

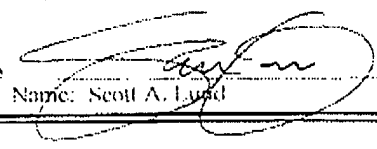
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CLAIMS APPENDIX

1. (Previously Presented) A method to promote the use of consumables in an imaging device including a consumption detecting device, comprising:  
detecting consumption by the imaging device of individual quantities of the consumables using the consumption detecting device;  
generating a reward when the consumption of a predefined collective quantity of the individual quantities of the consumables has been detected; and  
basing a value of the reward on the individual quantities of each consumable detected as being consumed by the imaging device.
2. (Previously Presented) The method of claim 1, and wherein generating the reward comprises printing a coupon using the imaging device.
3. (Original) The method of claim 1, and further comprising connecting to a global computer network and obtaining, via the global computer network, a certificate verifying the reward.
4. (Previously Presented) The method of claim 3, and wherein connecting to the global computer network and obtaining the certificate verifying the reward is performed automatically in response to detecting the predefined collective quantity.
5. (Previously Presented) The method of claim 1, and wherein detecting consumption of the consumables comprises calculating an estimated consumption of the consumables.
6. (Previously Presented) The method of claim 1, and wherein the consumables can be provided by a plurality of separately identified sources, the method further comprising detecting at least one of the identified sources of the consumables, and basing the reward at least in part on whether the predefined collective quantity of the consumables that has been consumed comprises consumables provided by the at least one identified source.

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7. (Previously Presented) The method of claim 1, and wherein at least one of the consumables is defined by a standard retail price per unit, and further wherein the reward allows the user to obtain the at least one consumable at a discount over the standard retail price.
8. (Previously Presented) The method of claim 1, and wherein at least one of the consumables comprises sheets of media, and wherein detecting consumption of the consumables comprises counting sheets of the media consumed by the imaging device.
9. (Previously Presented) The method of claim 1, and wherein at least one of the consumables comprises an image forming substance, wherein the imaging device forms an image by depositing a quantity of pixels of the image forming substance, and wherein detecting consumption of the consumables comprises at least one of calculating, measuring, or estimating the deposited quantity of pixels of the image forming substance.
10. (Previously Presented) A method to promote the use of a plurality of consumables in an imaging device including one or more consumption detecting devices, comprising:
  - detecting consumption by the imaging device of individual quantities of the plurality of consumables using at least one of the one or more consumption detecting devices, each of the consumables having individual consumable values;
  - calculating a cumulative consumption value of the consumables based on the individual consumable values and the individual quantities of the consumables consumed by the imaging device;
  - when the cumulative consumption value is at least a predefined value, rewarding a user of the imaging device with a reward defined by a value; and
  - basing the value of the reward on the individual consumable values of the consumables and the individual quantities of each consumable detected as being consumed by the imaging device.

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11. (Previously Presented) The method of claim 10, and wherein the consumables comprise at least one of sheets of media handled by the imaging device and an image forming substance deposited by the imaging device.

12. (Previously Presented) A method to promote the use of a consumable in a plurality of imaging devices, each of the plurality of imaging devices including a consumption detecting device, the method comprising:

detecting consumption of individual quantities of the consumable by each of the plurality of imaging devices using the consumption detecting device of each imaging device;  
and

when the consumption of a predefined collective quantity of the individual quantities of the consumable by the plurality of imaging devices has been detected, generating a reward.

13. (Previously Presented) The method of claim 12, and wherein generating the reward comprises transmitting a message to an individual notifying the individual of the reward.

14. (Previously Presented) The method of claim 12, and wherein generating the reward comprises printing a reward coupon using at least one of the plurality of imaging devices.

15. (Previously Presented) The method of claim 12, and wherein the consumable can be provided by a plurality of separately identified sources, the method further comprising detecting at least one of the identified sources of the consumable, and basing the reward at least in part on whether the consumable which has been consumed comprises the consumable provided by the at least one identified source.

16. (Previously Presented) The method of claim 12, and wherein the plurality of imaging devices collectively consume a plurality of consumables, the method further comprising:

detecting consumption by the plurality of imaging devices of individual quantities of the plurality of consumables;



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when the consumption of a predefined collective quantity of the individual quantities of the plurality of consumables by the plurality of imaging devices has been detected, generating a reward defined by a value; and

basing the value of the reward on the individual quantities of each consumable that has been detected as being consumed by the plurality of imaging devices.

17. (Previously Presented) Apparatus for providing the user of an imaging device with a reward, comprising:

a consumable consumption detection device configured to detect individual quantities of each of a plurality of consumables that are consumed by the imaging device and to generate consumption signals in response thereto, each of the consumables having individual consumable values;

an electronic writable memory device;

an electronic readable memory device configured to contain a reward message; and

a processor configured to receive the consumption signals and to store a cumulative consumption value in the electronic writable memory device, the cumulative consumption value being a function of the individual consumable values of the consumables and relative quantities of consumption of the plurality of consumables, the processor further configured to read from the electronic readable memory device the reward message when the cumulative consumption value is at least equal to a predetermined reward value, and to visually display the reward message to the user,

wherein a value of the reward is based on the individual consumable values of the consumables and the relative quantities of consumption of the plurality of consumables.

18. (Original) The apparatus of claim 17, and further comprising a display device, and wherein the processor visually displays the reward message using the display device.

19. (Previously Presented) The apparatus of claim 17, and wherein the electronic readable memory device is a readable-writable memory device, the apparatus further comprising a computer network communication device, and wherein the processor is further

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configured to access a global computer network via the computer network communication device when the cumulative consumption value is at least equal to the predetermined reward value and to obtain from the global computer network the reward message, and to store the reward message in the readable-writeable memory device.

20. (Original) The apparatus of claim 19, and wherein the computer network communication device is an embedded web server located within the imaging device.

21. (Previously Presented) The apparatus of claim 17, and wherein at least one of the plurality of consumables comprises sheets of media upon which the imaging device can form an image, and further wherein the consumable consumption detection device comprises a sheet counter configured to count sheets of media on which the imaging device has formed an image.

22. (Previously Presented) The apparatus of claim 17, and wherein at least one of the plurality of consumables comprises an image forming substance, and wherein the imaging device forms an image by depositing pixels of the image forming substance on sheets of media, and further wherein the consumable consumption detection device comprises a pixel counter configured to count the number of pixels of the image forming substance which have been deposited on sheets of media to form an image.

23. (Previously Presented) The apparatus of claim 17, and wherein at least one of the plurality of consumables can be provided by a plurality of suppliers, at least one of which can be identified by inspection of the consumable, the apparatus further comprising a consumable identification detection device configured to inspect the consumable and detect whether the consumable has been supplied by the at least one supplier and to generate a supplier identification signal in response thereto.

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24. (Previously Presented) The apparatus of claim 23, and wherein the processor is further configured to receive the supplier identification signal, and wherein the cumulative consumption value is further a function of the received supplier identification signal.

25. (Previously Presented) A computer-readable storage medium for use by a processor configured to execute computer executable instructions to generate a reward in response to the consumption of consumables by an imaging device, the medium holding computer executable instructions to:

- detect consumption by the imaging device of individual quantities of a plurality of consumables;

- when the consumption of a predefined collective quantity of the individual quantities of the consumables has been detected, generate a reward; and

- base a value of the reward on the individual quantities of each consumable detected as being consumed by the imaging device.

26. (Previously Presented) The computer-readable storage medium of claim 25, and wherein the instruction to generate the reward comprises an instruction to print a coupon using the imaging device.

27. (Original) The computer-readable storage medium of claim 25, the medium further holding computer executable instructions to connect to a global computer network and to obtain, via the global computer network, a certificate verifying the reward.

28. (Previously Presented) The computer-readable storage medium of claim 27, and wherein the instruction to connect to the global computer network and obtain the certificate verifying the reward is configured to be executed automatically in response to a detection of the predefined collective quantity.

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29. (Previously Presented) The computer-readable storage medium of claim 25, and wherein the instruction to detect the consumption of the plurality of consumables comprises an instruction to calculate an estimated consumption of the consumables.

30. (Previously Presented) The computer-readable storage medium of claim 25, and wherein at least one of the consumables can be provided by a plurality of separately identified sources, the medium further holding computer executable instructions to detect at least one of the identified sources of the at least one consumable, and to base the reward at least in part on whether the detected collective quantity comprises a consumable provided by the at least one identified source.

31. (Previously Presented) The computer-readable storage medium of claim 25, and wherein at least one of the consumables comprises sheets of media, wherein the instruction to detect the consumption of the consumables comprises an instruction to count sheets of the media consumed by the imaging device.

32. (Previously Presented) The computer-readable storage medium of claim 25, and wherein at least one of the consumables comprises an image forming substance, wherein the imaging device forms an image by depositing a quantity of pixels of the image forming substance, wherein the instruction to detect the consumption of the consumables comprises an instruction to at least one of calculate, measure, or estimate the deposited quantity of pixels of the image forming substance.

33. (Previously Presented) A computer-readable storage medium for use by a processor configured to execute computer executable instructions to generate a reward in response to the consumption of consumables by an imaging device, the medium holding computer executable instructions to:

receive consumption signals from a consumption detection device configured to detect individual quantities of a plurality of consumables which are consumed by the imaging device, each of the consumables having individual consumable values;

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calculate a cumulative consumption value as a function of the individual consumable values of the consumables and relative quantities of consumption of the consumables, and store the cumulative consumption value in a readable memory device;

determine when the cumulative consumption value is at least a predetermined reward value;

generate the reward when the cumulative consumption value is at least the predetermined reward value; and

visually display the reward,

wherein a value of the reward is based on the individual consumable values of the consumables and the relative quantities of consumption of the consumables.

34. (Previously Presented) The computer-readable storage medium of claim 33, the medium further holding computer executable instructions to connect a computer network communication device to a global computer network and obtain from the global computer network a reward file, and to use the reward file to generate the reward.

35. (Previously Presented) The computer-readable storage medium of claim 33, the medium further holding computer executable instructions to receive a supplier identification signal from a consumable identification detection device configured to inspect at least one of the consumables and detect whether the at least one consumable has been supplied by a predetermined supplier, and to use the supplier identification signal to calculate the cumulative consumption value.

36. (Previously Presented) The computer-readable storage medium of claim 33, the medium further holding computer executable instructions to cause the imaging device to print a copy of the reward.

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**EVIDENCE APPENDIX**

None.

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RELATED PROCEEDINGS APPENDIX

None.